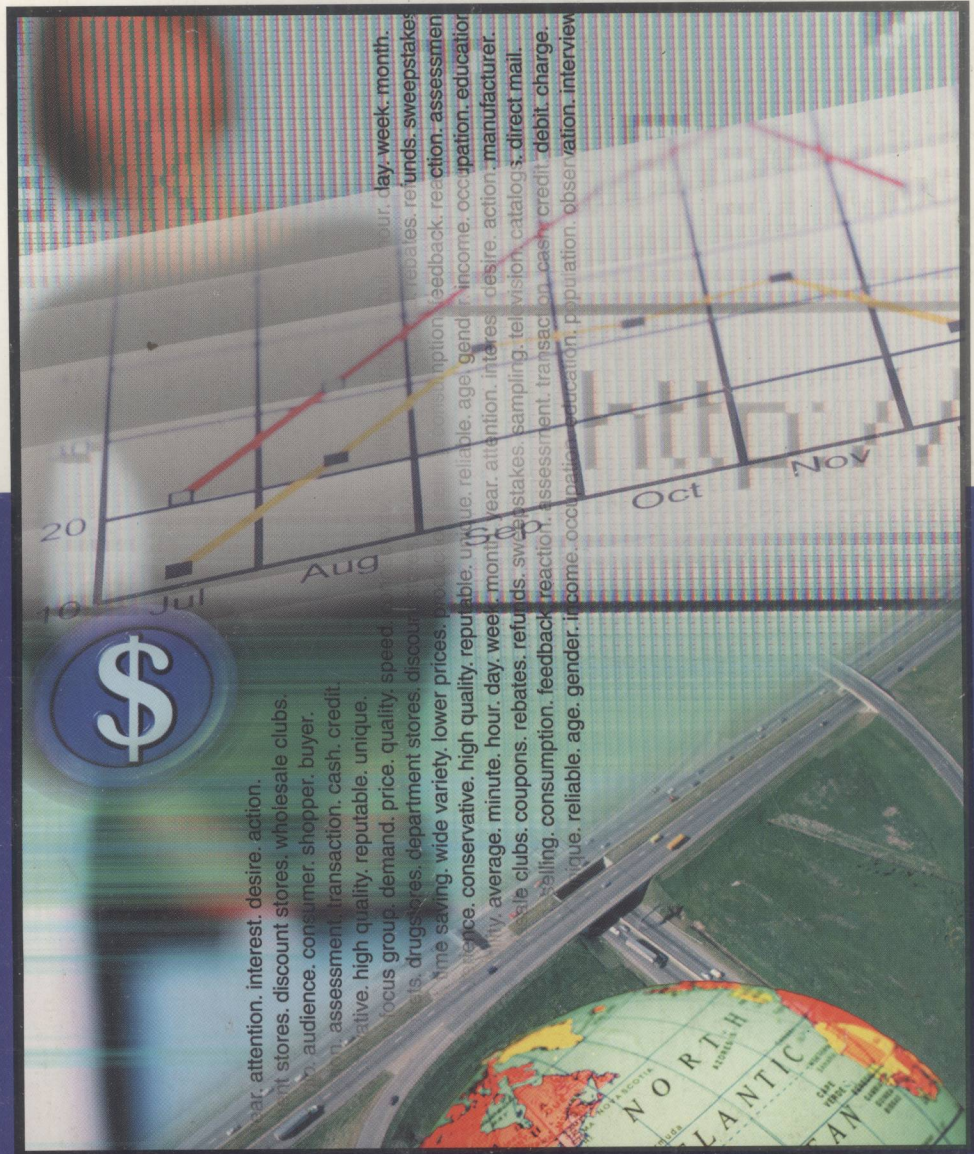


# Marketing Frontiers

## Concepts and Tools



ATOMICDOG PUBLISHING



**Dana-Nicoleta Lascu**

University of Richmond

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# MARKETING FRONTIERS

## CONCEPTS AND TOOLS

**Dana-Nicoleta Lascu**

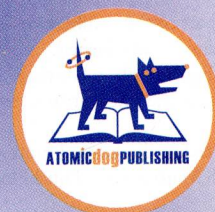
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***This book is dedicated to the University of Richmond students, who have shaped my marketing interests; to my sons Michael and Daniel (Pre-K class of 2003/2005), who have developed my perspective on dinosaur marketing; and to my husband, Bram, who has taught me restraint in my often-excessive responses to marketing.***

**Dana-Nicoleta Lascu**

***This book is dedicated to my sons—Dallas, Wes, Tim, and Roy—who always provide me with the encouragement to do another project, and especially to my wife, Susan, who was patient and understanding of the long hours it took to complete this project.***

**Kenneth E. Clow**

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# Preface

Marketing is a central component of every business and organizational structure. Through marketing, customers are identified and contacted, using a variety of means. Everyone in an organization needs a basic understanding of marketing. *Marketing Frontiers: Concepts and Tools* was written to offer a basic understanding of and appreciation for marketing.

This text has a number of unique characteristics that set it apart. First, this is a condensed version of marketing principles. The authors have provided a concise, yet thorough, introduction to the field of marketing, presenting basic concepts and current theory, along with memorable and up-to-date marketing practice examples.

Second, Dr. Lascu's international heritage and experience provide a higher level of understanding of marketing within the global environment. The international environment affects all companies, regardless of size, that often either sell to or purchase materials from an international firm. As the world continues to shrink through advances in telecommunication technology and infrastructure, an understanding of marketing within a global context becomes even more critical.

Third, Dr. Clow's extensive business experience provides compelling examples, added understanding, and valuable perspectives of business-to-business marketing principles. With the majority of marketing dollars spent on trade promotions and business-to-business activities, it is essential that students understand the business-to-business marketing environment. Numerous examples and references aid students in their understanding of this sector of the market, as well as of marketing through channel structures from the producer to the end consumer.

*Marketing Frontiers: Concepts and Tools* reveals to students that marketing is both a science built on a complex theoretical framework and an art that engages marketing practitioners and consumers alike, while creating value for each. In the process of illustrating these two aspects of marketing, the text provides extensive and engaging applications and illustrations that together create an integrated marketing experience for students. The text examines current developments in marketing and other functional areas that have a profound impact on marketing and offers current examples from an operating environment that the Internet has redefined and profoundly affected.

## Pedagogical Aids

*Marketing Frontiers: Concepts and Tools* enhances learning with the following pedagogical devices:

1. Each chapter opens with a *Chapter Outline* and a list of *Chapter Objectives*.
2. Beautifully rendered four-color illustrations and photos throughout the text clarify and enhance chapter concepts.
3. In both the print and online versions of the text, *Key Terms* are highlighted and defined on first appearance. In the print version, key terms are also defined in the text margins and listed in alphabetical order with page references at the end of each chapter. A *Glossary* at the end of the print book presents all of the definitions alphabetically. The online version of the text has "pop-up" definitions of key terms, as well as a key term matching quiz in each end-of-chapter *Study Guide*.
4. *Marketing Illustration* boxes within each chapter enhance students' understanding of a variety of topics.
5. A comprehensive *Summary* at the end of each chapter reviews the *Chapter Objectives*, and content appropriate to each objective is summarized.



6. *Review Questions* at the end of each chapter allow students to check their comprehension of the chapter's major concepts.
7. End-of-chapter *Discussion Questions* suggest possible essay topics or in-class discussion issues.
8. *Cases* at the end of each chapter provide a wide range of scenarios and real-life situations, along with questions to help guide student analysis.

## Online and in Print

*Marketing Frontiers: Concepts and Tools* is available online as well as in print. The online chapters demonstrate how the interactive media components of the text enhance presentation and understanding. For example,

- Animated illustrations help to clarify concepts.
- *QuickCheck* interactive questions and chapter quizzes test students' knowledge of various topics and provide immediate feedback.
- Clickable glossary terms provide immediate definitions of key concepts.
- Highlighting capabilities allow students to emphasize main ideas. Students can also add personal notes in the margin.
- The search function allows students to quickly locate discussions of specific topics throughout the text.

Students may choose to use just the online version of the text, or both the online and print versions together. This gives them the flexibility to choose which combination of resources works best for them. To assist those who use the online and print versions together, the primary heads and subheads in each chapter are numbered the same. For example, the first primary head in Chapter 1 is labeled 1-1, the second primary head in this chapter is labeled 1-2, and so on. The subheads build from the designation of their corresponding primary head: 1-1a, 1-1b, etc. This numbering system is designed to make moving between the online and print versions as seamless as possible.

Finally, icons like those shown in the margin on the left appear next to a number of figures and tables in the print version of the text. These icons indicate that this figure or table in the online version of the text is interactive in a way that applies, illustrates, or reinforces the concept.





## Ancillary Materials

*Marketing Frontiers: Concepts and Tools* has a number of useful instructor-authored teaching aids:

- Over 500 PowerPoint® presentations are available for classroom use of text materials.
- An electronic *Test Item File* is available in the ExamView® Pro format and features approximately 120 questions per chapter. ExamView® Pro enables instructors to quickly create printed tests using either a Windows or Macintosh computer. Instructors can enter their own questions and customize the appearance of the tests they create.
- The *Instructor's Manual* contains an introduction with suggested syllabi for both 60- and 90-minute class formats, suggested lesson plans for 10- and 14-week terms, lists of key terms, chapter outlines, solutions to the end-of-chapter materials, and suggested solutions to the questions posed in the *Cases* at the end of each chapter.

## Acknowledgments

We would like to express our gratitude to the staff at Atomic Dog Publishing for having the vision to put us together for this project. Even though we had never met or written together, the staff at Atomic Dog believed that we each had unique abilities that would allow us to be successful with this project. We want to especially thank Steve Scoble and Dan Jones, who have been excellent editors. In addition to their editorial duties, they provided encouragement and necessary assistance so we could meet our deadlines.

Ken would like to thank his wife, Susan, for all of her devotion, faith, and patience. She was especially understanding of the short deadlines and the multiple projects Ken had to accomplish while working on this textbook.

Dana would like to thank Dean Karen Newman of the Robins School of Business at the University of Richmond for her keen encouragement of student-centered creative work.



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Kenneth E. Clow is Professor of Marketing and the Dean of the College of Business Administration at the University of Louisiana at Monroe. He has a Ph.D. in marketing from the University of Arkansas and has spent time at Pittsburg State University and the University of North Carolina at Pembroke. Dr. Clow's primary research activities are in the areas of services marketing and advertising. He has published over 100 articles and four textbooks, including second editions of *Services Marketing* and *Integrated Advertising, Promotion, and Marketing Communications*. His articles have been published in such journals as *Journal of Services Marketing*, *Journal of Professional Services Marketing*, *Marketing Health Services*, *Journal of Business Research*, *Journal of Marketing Education*, *Journal of Restaurant and Foodservices Marketing*, *Journal of Hospitality and Leisure Marketing*, and *Journal of Marketing Management*. Dr. Clow also operated and owned a contract cleaning service for eight years.



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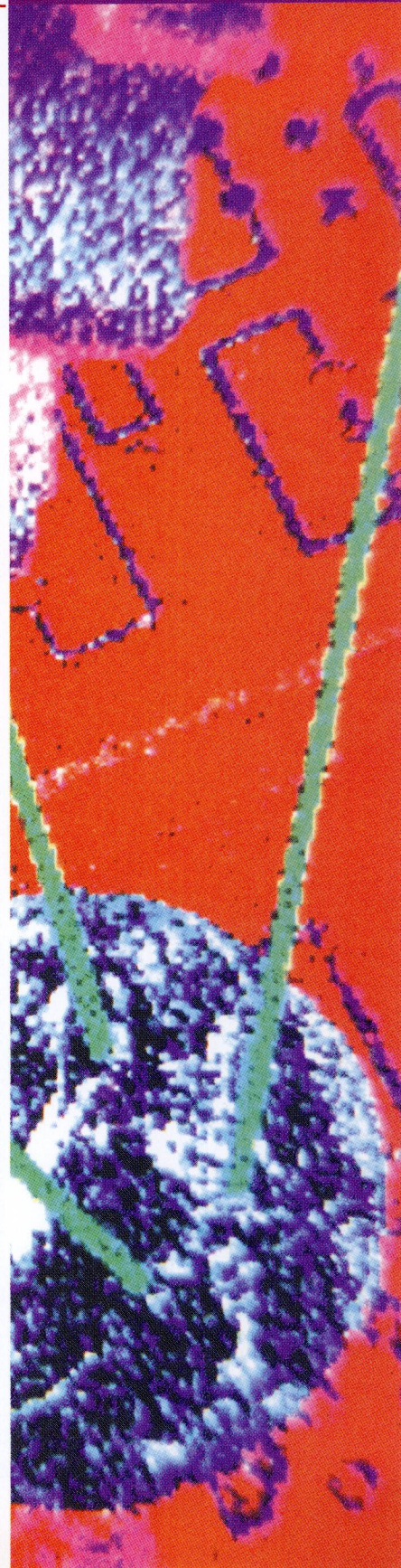
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# **INTRODUCTION TO MARKETING**

**1** **Scope and Concepts of Marketing**

**2** **The Environment of Marketing  
in the Twenty-First Century**





# Scope and Concepts of Marketing

## Chapter Outline

### Chapter Objectives

#### 1-1 Chapter Overview

#### 1-2 The Importance of Marketing in the Twenty-First Century Economy

#### 1-3 Defining Marketing

- 1-3a Needs, Wants, and Demands
- 1-3b Value, Quality, and Satisfaction
- 1-3c Goods, Services, Ideas, and Experiences
- 1-3d Exchanges and Transactions, Relationships and Markets

#### 1-4 Marketing Philosophies

- 1-4a The Product/Production Concepts
- 1-4b The Selling Concept
- 1-4c The Marketing Concept
- 1-4d The Societal Marketing Concept
- 1-4e The History of Marketing Philosophies
- 1-4f Beyond the Marketing Philosophies: Avoiding Marketing Myopia

#### 1-5 Key Elements of the Societal Marketing Concept

- 1-5a A Market Orientation and an Integrated Marketing Approach
- 1-5b A Focus on Consumer Needs and the Needs of Society
- 1-5c A Value-Based Philosophy
- 1-5d An Organizational Goal Orientation

### Summary

### Key Terms

### Review Questions

### Discussion Questions

### Notes

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